

SIEMENS

Industrial Solutions and Services

Ulrich Wirrwa

Communication and information exchange of corporate consortia in the shipbuilding industry a practical approach

Communication and
information
exchange of
corporate consortia
in the shipbuilding
industry
a practical approach

Overview

Introduction

Example

Summary

- Overview...
 - ◆ 10 minutes presentation
 - ◆ Afterwards 5 minutes discussion
 - ◆ I kindly ask for individual questions at the end of the presentation
- Introduction of...
 - ◆ Author
 - ◆ SIEMENS AG and SIEMENS AG CT
 - ◆ SIEMENS AG Industrial Solutions and Services (I&S)
 - ◆ SIEMENS AG Industrial Plants (I&S IP)
 - ◆ SIEMENS AG Marine Solutions department (I&S IP9)
- Example...
 - ◆ Co-operation between HDW and SIEMENS AG
 - ◆ The project management point of view
- Summary

Author

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Summery

- Ulrich Wirrwa studied mechanical engineering in Hamburg / Germany and from 1987 he worked as a project manager for two industrial automation companies
- In 1995 he change-over to Siemens company and managed several B- and C-projects in the wide range of production line automation and in the Information and Communication branch
- 2001 he joined the Marine Solution department of Siemens I&S. Initially he worked as an project manager in Hamburg, with responsibility for the Siemens Schottel propulsion system for two heavy lift carrier vessel build in China. Over a period of time, he became increasingly specialised in the area of project management. Today he is working as the project leader for NET-S and a partly project leader for time schedule controlling for the Siemens part for a vessel project at Lürssen yard germany.



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Key Figures for 2003

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(in millions of euros)

	2003 ¹⁾
New orders	75,056
Net sales	74,233
Net income	2,445³⁾
Net cash provided by operating activities	5,712
Net cash used in investing activities	3,939
Research and development expenses	5,067
Shareholders' equity <i>(September 30)</i>	23,715
Earnings per share <i>(in euros)</i>	2.75
Dividend per share <i>(in euros)</i>	1.10
Employees <i>(Sept. 30, in thousands)</i>	417

1) Fiscal year: Oktober 1 to September 30

2) Beginning December 5, 2001 Infineon is accounted for under the equity method of accounting and is no longer consolidated in the financial statements of Siemens. Therefore, in fiscal year 2002, Infineon's orders and sales are included only for the approximately two months in which Infineon was consolidated in the financial statements of Siemens.

3) Includes a positive effect of €36 million (or €0.04 per share) due to the adoption of SFAS 143, Accounting for Asset Retirement Obligations.

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Worldwide Activities in R&D

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Date: 30 Sept. 2003

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Corporate structure

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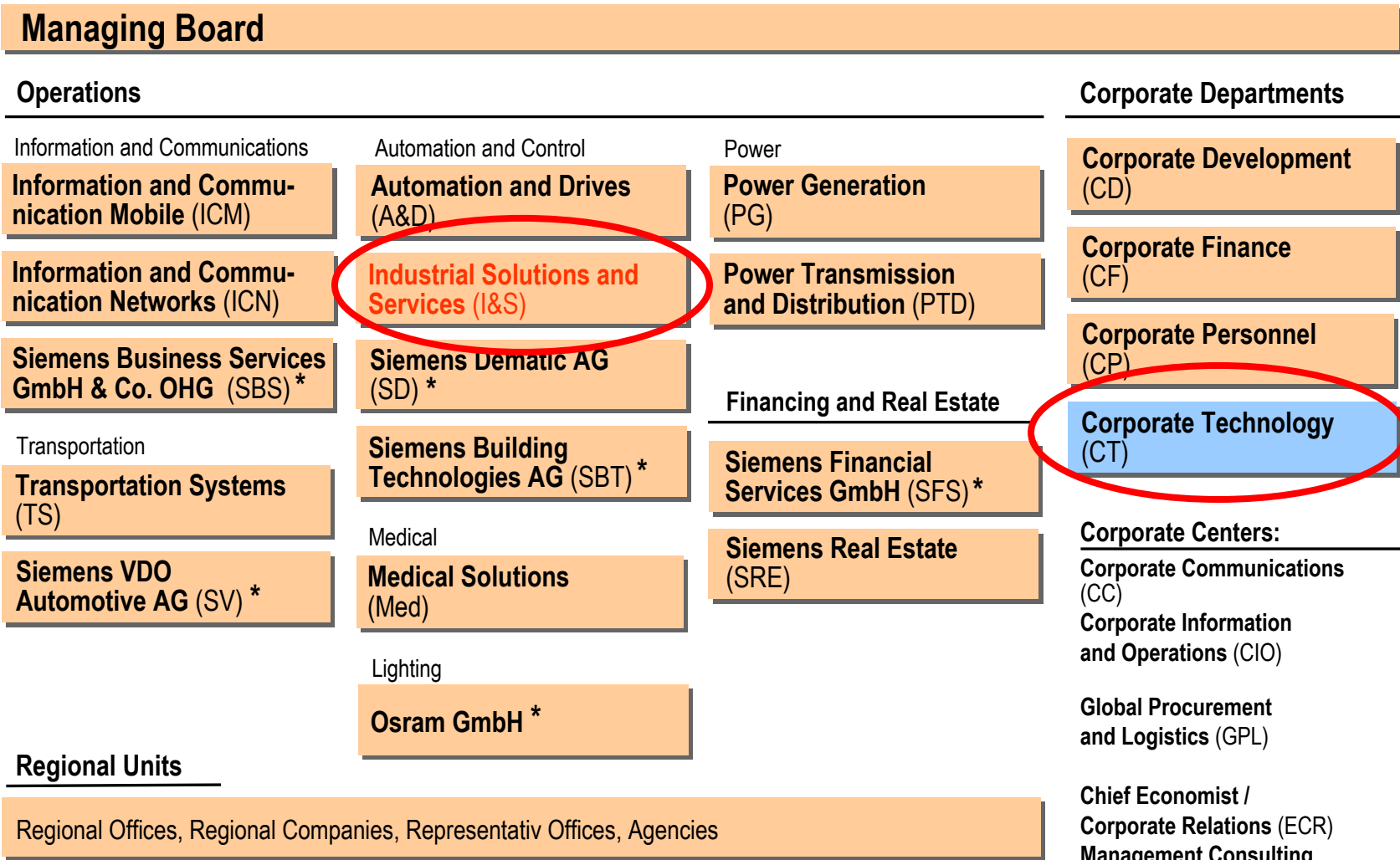
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(January 1, 2004)

Industrial Solutions and Services - Infrastructure and Marine Solutions

*) Legally Separate Group

SIEMENS AG

Corporate Technology department

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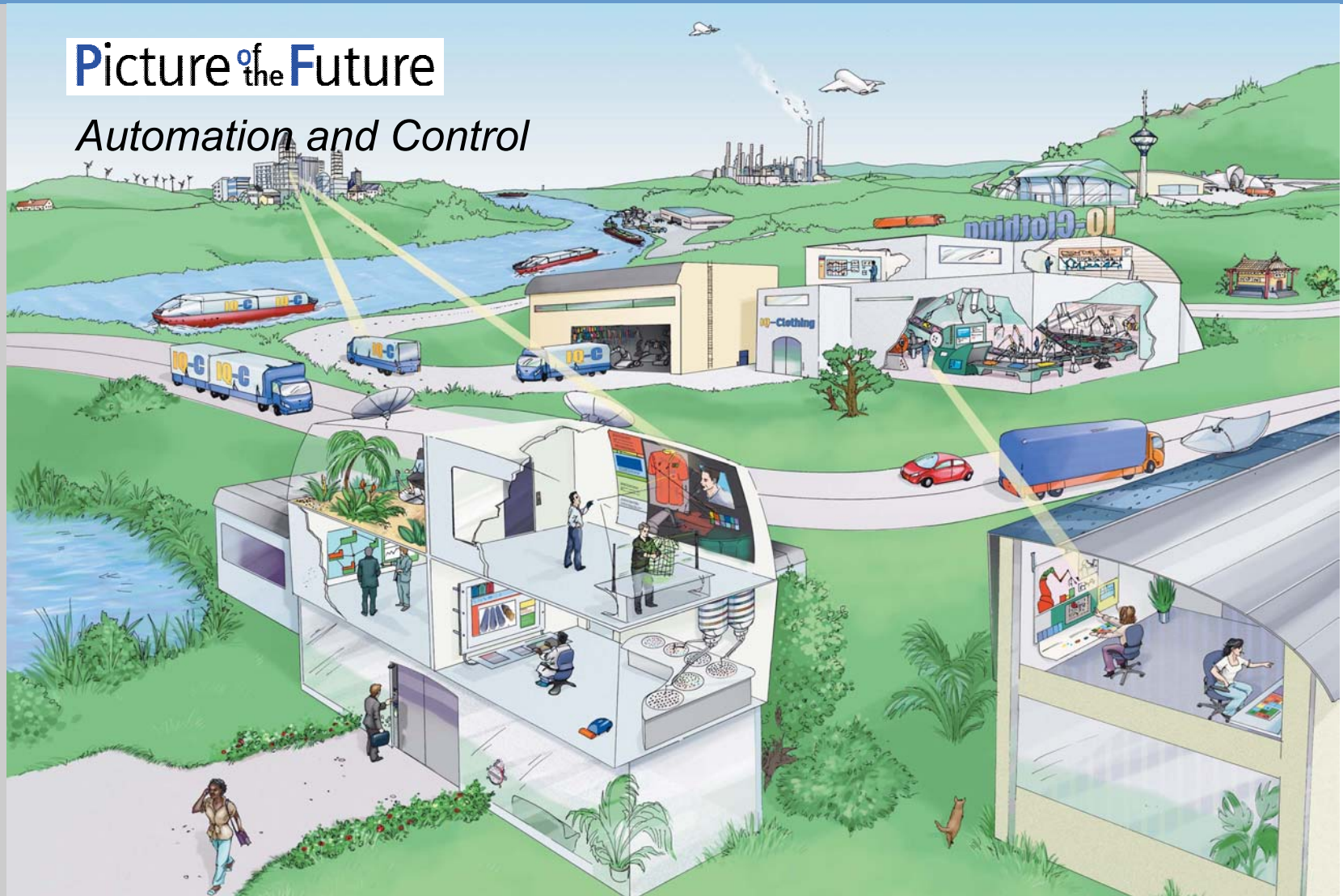
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Industrial Solutions and Services (I&S)

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Industrial Plants (I&S IP9)

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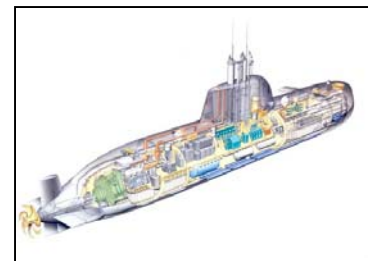
Summery

Products:

- Automation
- Drives (SSP)
- Power / Power Supply
- Innovations (fuel cell)

References:

- TT-Line
- COSCO
- SAN
- U212



SIEMENS AG Industrial Plants (I&S IP9)

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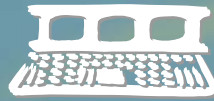
Overview

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Integrated Network Solutions



Ship Management
System



PA System



Passenger PC

Control, Communication and Service Functions on Board



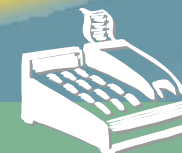
Ship Information
System (SIS)



Alarm, Monitoring
and Control



Telephone



EPOS System



TV / Radio



Lighting and
Door Control



Video Surveillance
CCTV



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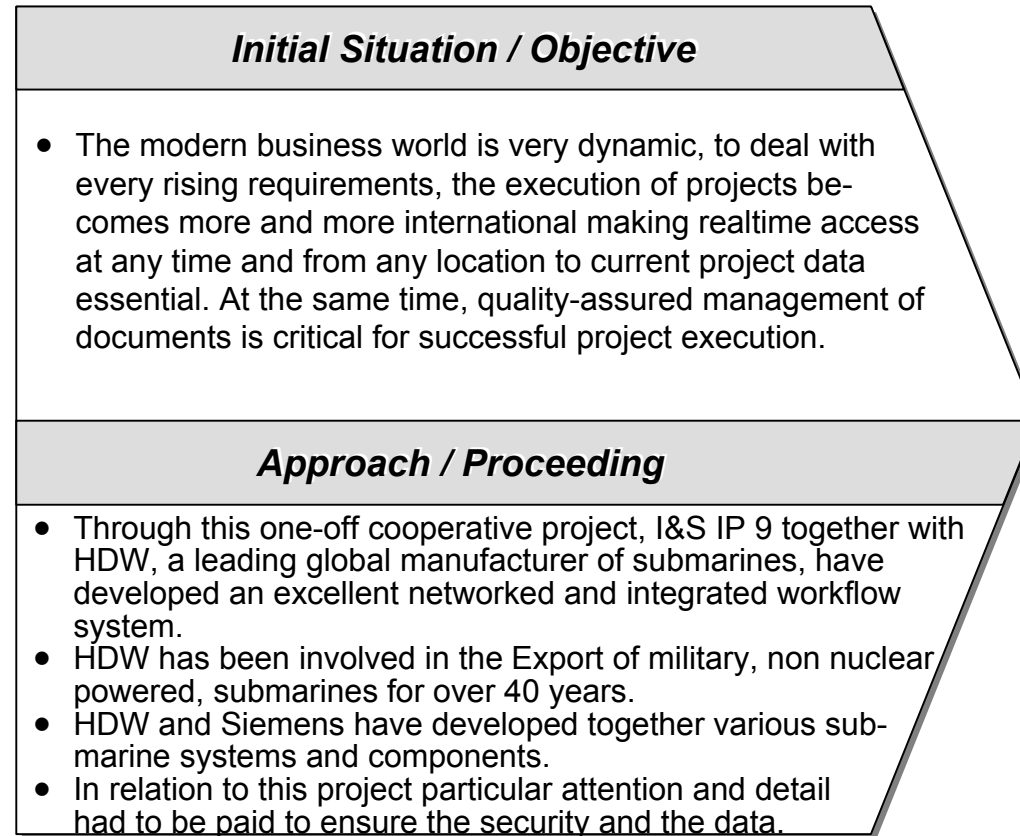
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Process-/Document-Management System



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Process-/Document-Management System

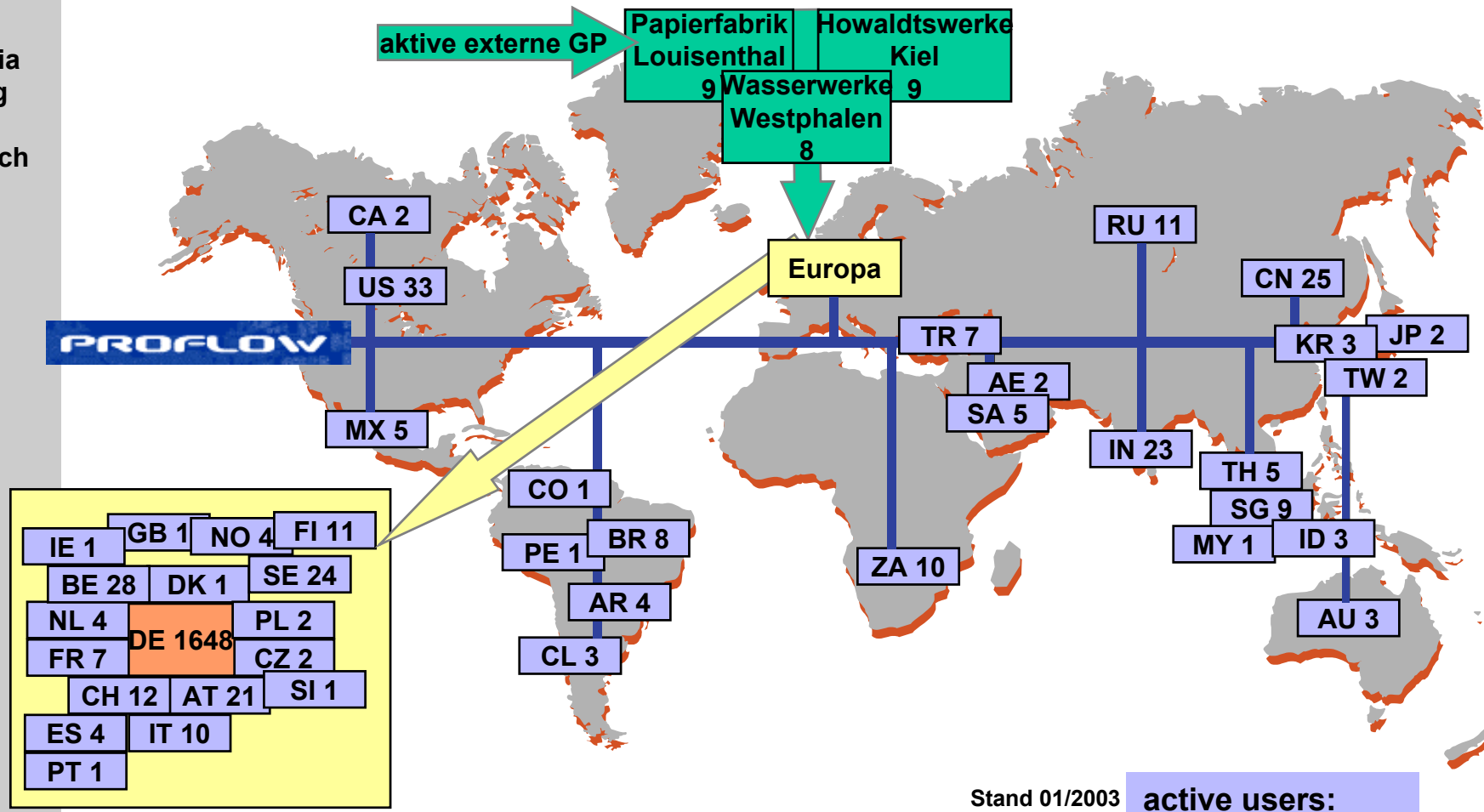
<i>Results / Status</i>
<ul style="list-style-type: none">● Fast and secure access to information and documents anytime, anywhere in the place<ol style="list-style-type: none">1. 100% Web-Interfaces2. Powerful tools and functions3. Easy orientation, to clearly defined function areas4. Intuitive handling to self-explanatory menues and easy navigation5. Objects available to create the filing system6. Working with documents by EMail
<i>Key Learnings / Success Factors</i>
<ul style="list-style-type: none">● Efficient and effective management of rights● Decentralized world-wide access Management of access rights reduces efforts at central locations

Co-operation between HDW and SIEMENS AG SIEMENS

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Worldwide users of ProFlow



Stand 01/2003 **active users: 1977**

Co-operation between HDW and SIEMENS AG

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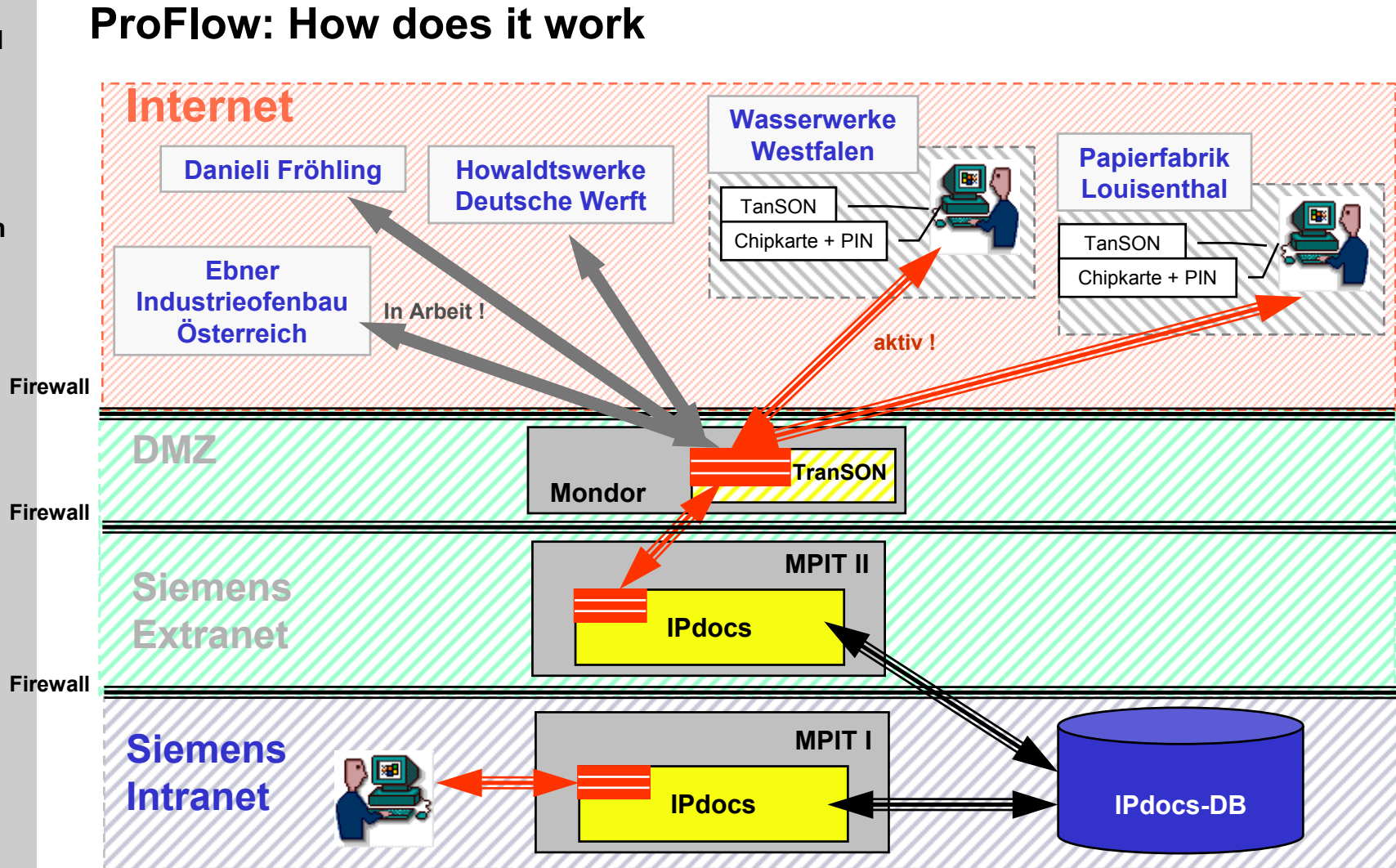
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siemens_wondermar_presentation20040310.ppt 03.2004 chart 14

Co-operation between HDW and SIEMENS AG SIEMENS

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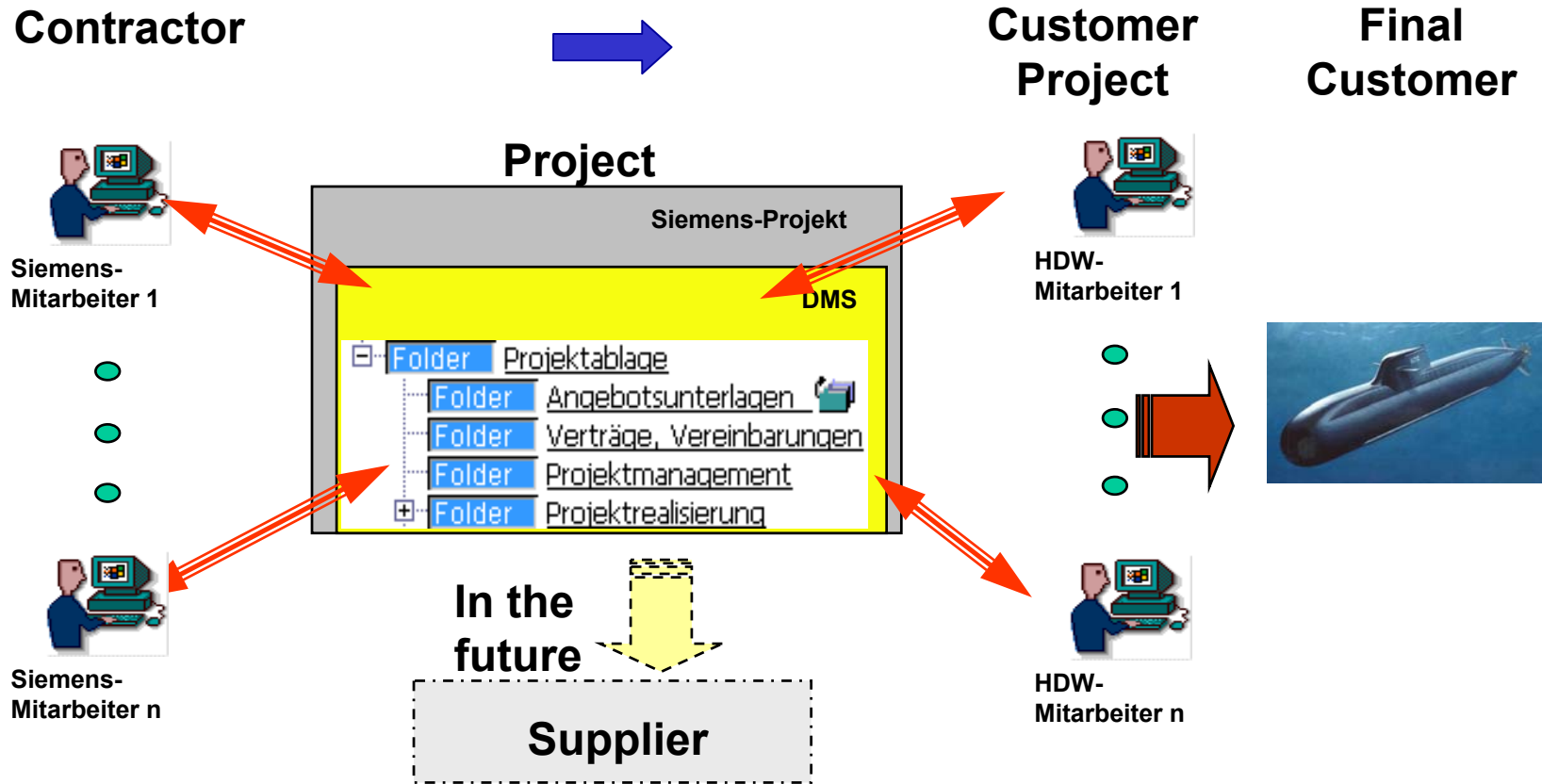
Introduction

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Plant Engineering:

Project teams to collaborate and get projects executed successfully anywhere and at anytime



Actual mayor points to be improved in corporate consortia daily work:

- Find and improve the problems in the area of project management and human areas of communication and information exchange
- Arrange a strategy for daily project changes from the first day of the beginning of the project
- Change of view from sub-supplier to a system partner:
The view to the complete vessel/system give the system partner the chance to integrate improvements and to find synergies
- Really work without redundancy files
- Work with a common time schedule with all detailed items individually needed with real-time actuality
- Work with the same understanding and wording of the technologies you talking about, e.g. “measuring point list”

- It's still long way in the area of communication and information exchange of corporate consortia in the shipbuilding industry to cover the...
 1.) technology and monetarily demands
e.g. security, performance and related costs
 - 2.) demands of organisation, planning and application flow
e.g. collaborative engineering without data redundancy
 - 3.) human and contractual demands
e.g. thinking of real partnership on both sides
yard and system partners (not sub-suppliers)

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Thank you very much for your attention.